

Dear Workplace Professional,

**How Can You Get an Productivity Newsletter for Employees that Is
Personal, Editable, on Time, Professionally Written, Inexpensive,
AND that Increases EAP Utilization Guaranteed?**

Now It's Easy, but the Secret Is in this Story . . .

I used to work for Arlington County government and public school system EAP in Arlington, Virginia. I was assigned the task of producing a monthly two-page newsletter for 7,000 employees. It consumed so much of my time that I couldn't get my other work done.

Every month I was bogged down writing the employee newsletter. And I felt trapped.

Thinking about content each month; writing the articles; getting them proofed, printed, and distributed – and then starting all over again the following month was a drag.

It had to stop. Then the solution came to me!

I would write the newsletter on my own time and give it to my employer for free. But in return, I would own it so I could offer it to other EAPs and companies—any company! They agreed.

It was a win-win. They got what they wanted, and I was able to create a newsletter solution so EAPs weren't force to buy "canned" newsletters they couldn't control and that were written by non-EAP authors.

Arlington County government and public schools now subscribes to FrontLine Employee. And here is why. . .

- It's e-mailed on time, ready to distribute with a hard copy sent for their records.
- They get their "OWN" newsletter and their own title.
- They can change or alter any content.
- They can insert their own articles and pictures.
- They can copy and distribute it to all employees.
- They can create a PDF and e-mail it to anywhere.
- They can put it on their password protected Web site
- They can use the text from articles any way they wish, even in other publications they produce.

Today, hundreds of EAPs subscribe to FrontLine Employee. Nearly five million employees read it. And now FrontLine Employee is also available in Spanish at a discount.

As you might guess, the renewal rate for FrontLine Employee is phenomenal because I have taken the pain out of EAP newsletter programs.

That's what I promise to do for you. Everything you see above is yours with FrontLine Employee. But there is more.

Here's How It Works

Each month, FrontLine Employee comes in an e-mail attachment. No downloading or linking to my Web site or marketing my company. That's nonsense. Others companies do that, but not me. With me, you get the real deal. It's as seamless as you can get.

FrontLine Employee arrives about 7 days before the first of the month. Relax, because you will have plenty of time to distribute it. You also get a hard copy if you need it.

Your newsletter is ready to go. If you wish, I can set up your logo without charge. And if you ask me to use a unique name, it will appear at the top. Remember, you will still be able to change anything in the newsletter.

Now, the Really Cool Part ...

Your newsletter is sent to you in Microsoft Publisher™, the most common and popular desktop publishing software on the planet. (You can also get FrontLine Employee in MS Word, text, graphics, or a PDF if you like!) Frankly, I love MS Publisher because it is simple! It's probably on your computer right now. Remember, however, that you don't have to do a thing. FrontLine Employee is ready to go.

Here's the key point: Everything – text, graphics, pictures – even the name of the publication – is subject to change by you! It's two pages, not four. That's because I discovered a long time ago that employees don't read four-page EAP newsletters. They are too long. You need frequency, not quantity. That is another secret to marketing – frequency. Quarterly newsletters don't cut it.

Quarterly newsletters make you an afterthought. And the articles in current offerings are too long. I am convinced of it. FrontLine Employee newsletter is short and sweet, and it brings your EAP to life more often so people don't forget it.

All of a sudden, you are talked about, referred to, and overnight become more central to the organization's work culture. It is amazing to watch, and that is what you want—and get!

I use my experience to generate powerful and meaningful content for EAPs. No trivia, recipes, pulled quotes, long-winded articles, or space-filling cartoons.

You will get short, powerful, meaningful, punchy, easy-to-read articles that help employees, reduce behavioral risk and have a positive effect on morale. I write with the idea of increasing your EAP utilization and making your program worth more! And, frankly, it should be. I suggest you make FrontLine Employee a profit center! – Don't just buy it, make it pay!

You and I

You need to know that I have the qualifications under my belt, but I also have something that you don't have – time to write a newsletter.

▶ I am a licensed mental health professional with both a bachelor's and a master's degree in social work. I specialized in employee assistance program in both degrees. My first job was with the U.S. Central Intelligence Agency EAP in Langley, Virginia in 1978. For 25 years I practiced EAP in every aspect.

▶ I have worked with violent employees, harassment cases of all types, alcoholic and drug-addicted workers, and the aftermath of sudden death in the workplace. I have been an EAP field instructor for a large University and have mentored other EA professionals. I have published in EAP trade journals.

▶ I am an expert in critical incident stress, group and coworker conflicts, and intervening with fired employees who have threatened others.

▶ I have been a private psychotherapist, a director of a 25-bed adolescent substance abuse program, and an expert witness in many court cases dealing with child custody, violent offenders, and other issues.

I haven't done everything, of course, but I have figured out how to use my insight to write articles so employees feel like they have learned something important from every one they read.

I am the sole author of the newsletter distributed by the U.S. Congress to its 12,000 employees, the U.S. Small Business Administration, and the U.S. Air Force Academy. Each subscribes to WorkLife Excel (my non-editable corporate-appearing, newsletter option.)

I didn't go to these work organizations. They came to me. You can take that as a guarantee that I will work hard for you too.

What's in FrontLine Employee Articles?

During the year, FrontLine Employee focuses on 12 major topics, shown below, that I have identified from my experience as key to business and employee productivity:

- 1) Improving Coworker Relationships
- 2) On-the-job Worker Productivity Tips
- 3) Balancing Work, Family, Home, and Community
- 4) Improving Personal Fitness and Effectiveness
- 5) Alcohol and Drug Education, Recovery, & Intervention
- 6) Team Building
- 7) What the EAP Can Do for You
- 8) Hot Work-Life Topics in the News
- 9) Stress Management Tips
- 10) Improving the Relationship with Your Supervisor
- 11) Workplace Safety, Injury Prevention, and Recovery
- 12) Customer Service

There's More ...

At the EAPtools.com Web site, there is a "subscriber's hotline" button. Use it to suggest topics you want me to consider – topics that reflect key concerns among your customers.

These suggestions get strong consideration in my editorial lineup. I want your ideas, because if they are important to you, then other EAPs probably have the same concerns. What better way is there to meet your needs? This will please management or your corporate customers more than anything else a newsletter can do.

For example, if employees are worried about downsizing, I will write an article about coping with uncertainty and facing the future of potential job loss, etc. So, send your ideas!

I Am as Close as Your Phone

When you subscribe to FrontLine Employee, I am only a toll-free phone call away. I will help you make the most of FrontLine Employee, answer questions, and give you tips to maximize its power. I love talking to EAPs, and my phone answers 24 hours a day. You can always call me, at 1-800-626-4327, and leave a message. I might just be working late and answer the phone. I have a reputation for helping EAPs like no one else in the business. I always go the extra mile.

Do You Only Need Content for Your Existing Newsletter?

If you already have a newsletter and have been pulling your hair out looking for content, you have my permission to use FrontLine Employee articles in it. I will send the text in MS Word. You don't have to worry anymore about finding great articles.

I know you are impressed, but here is the real kicker: You can e-mail me any time you want for a replacement article. Perhaps you need an article on a certain subject. Just ask, I might have what you need. After all, I have written nearly two thousand articles. You will only need to paste it into its assigned location in the template.

I hope you are getting a feel for how truly unique FrontLine Employee is for any business, but here is a FREE BONUS.

FREE BONUS: When you subscribe to FrontLine Employee, I will e-mail you a \$200 set of my one-of-a-kind reproducible and editable fact sheets. You decide which group. There are 8 of them. Just tell me which group you want, and I will get it to you.

***** No Quibbles Money-Back Guarantee *****

I guarantee that your corporate customers and employees will love FrontLine Employee starting with the first issue. If at any time you decide that FrontLine Employee is not everything I promised, or if for any reason you wish to cancel, I will refund your entire payment. No quibbles. No hassles.

Once you see what FrontLine Employee can do for your EAP, I believe that you will never cancel.

There is an order form accompanying this letter. Find it and complete it. Fax it with your payment instructions to 843-884-0442 or just call me at 1-800-626-4327 and forget the paper work.

Remember, if for any reason FrontLine Employee does not thrill you, your corporate customers, and their employees, then I will instantly refund the entire amount you paid for your subscription. No ifs, ands, or buts.

Yours truly,



Daniel A. Feerst, MSW, LISW-CP
Licensed Independent Social Worker, Clinical Practice
Publisher/Editor-in-Chief

The DEADLINE to respond to this offer and get the \$200 reproducible and editable fact sheet package is 15 days from the postmark or e-mail date of this letter!

P.S. REMINDER: Don't forget, become a paying subscriber and get any group of fact sheets at EAPtools.com FREE. Each set is worth \$200! I will e-mail them directly to you. Just say, Dan "I'm subscribing!"

Thanks for requesting information. Call me if I can answer any questions at 1-800-626-4327.

— DAN